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FOREIGN NEWS ON APPLES

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NOTES ON MEXICAN APPLE MARKETS

Exports of apples from the United States to Mexico during 1925 amounted to only 84,405 boxes and 1,684 barrels as compared with 135,487 boxes and 1,812 barrels during 1924. American apples constitute about 90 per cent of the total Mexican imports of apples. While Mexico produces apples in its highland regions, the best qualities are imported for sale to the better class of trade in the large cities. Our Pacific Coast is the principal source of supply for most of these imports. There is only a small demand for barreled apples but boxed varieties are offered for sale in all of the better class fruit stores of the several large Mexican markets.

The Jonathan and the King are considered to be the best suited for early season deliveries in Mexico. The Black Ben rates next in popularity, followed by the Winesap, the Winter Banana, the Yellow Newtown and the Ortley. The demand for other varieties is small. Mexico is essentially a quality market. Extra Fancy and Fancy grades constitute the bulk of the imports. One large importer states that the sizes to be included in a shipment should show the following selection for best results: 25 per cent 100 and larger, 50 per cent 125/150's and 25 per cent 163/175. The trade is insistent upon careful grading and packing and demands the lowest price obtainable.

Most of the importing is done by wholesalers but the use of agents seems to be increasing. The wholesaler sells direct to the retailer so that there is a very close connection between shipper and consumer. The usual terms are f.o.b. shipping point, with the buyer paying the freight to final destination. The duty on apples imported into Mexico up until quite recently was 2 centavos per kilo (about 18 cents per box) but has lately been raised to 6 centavos per kilo (54 cents per box). Since these apples are purchased only by the more prosperous of the inhabitants, the increase in duty seems hardly likely to have any material effect on the sale of the American product.

The State of Yucatan, according to Consul H. C. Vogenitz at Progreso, offers a relatively good market for American apples. Apples are purchased both in barrels and boxes. Barreled shipments consist principally of Ben Davis, Jonathans, York Imperials, Gano and Winesaps. Barrels which contain on an average 500 apples wholesale at about \$10.70. These apples retail from 8¢ to 12.5¢ each. The principal boxed varieties imported are Delicious, Winter Banana and Rome Beauty. Boxes containing about 100 apples wholesale at approximately \$7.75. Retail prices for boxed apples run from 15¢ to 20¢ for each apple. Imports into Progreso from January 1, 1925, to November 28, 1925, amounted to 1080



barrels and boxes combined. The imports for the calendar year 1924 amounted to 2400 barrels and boxes. December is usually the month of heaviest importation. Much larger quantities of apples could be sold in Yucatan if retailers would limit themselves to a reasonable profit, says the Consul.

Apples are in good demand in the Guadalajara district of Mexico but the domestic supply practically fills all requirements, says Consul Dudley G. Dwyre at Guadalajara. The home grown apples consumed in that particular district of Mexico come from the producing areas of Aguascalientes and Durango. While a limited quantity of first class apples are grown in this section of Mexico, the local product consists of small varieties which are not in particular favor. The demand for the better grades of apples must be supplied by the United States.

The imported varieties preferred are the Black Ben and the Newtown Pippin. Most of the apples imported into the Guadalajara district are purchased c.i.f. Manzanillo and originate in California. Some Colorado apples are also imported, these being purchased through commission firms in Texas. Total imports into the Guadalajara market, however, amount to only about three carloads annually and practically all are boxed varieties. These apples come in from September to February, but principally during the months of November and December. One dealer has been importing in lots of about 50 cases c.i.f. Manzanillo. Another importer reports that he prefers to import only from 10 to 20 cases at a time every few days to diminish the danger of loss through deterioration.

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